

Application No.: 09/216,206

Art Unit: 3622

**REMARKS / ARGUMENTS**

This Reply is in response to the final Office Action mailed October 12, 2011.

Claims 49, 50, 62-96, 112-148, 164-200, 216-227 and 231-269 were previously pending in this application and stand rejected. Claims 271 and 272 were withdrawn from consideration.

The present amendment to the claim amends claim 49, 62, 69, 72, 75, 78, 81-88, 114, 121-125, 134-143, 166, 171-175, 186-195, 218-220, 222, 233, 238-242 and 253-262; cancels claims 67, 68, 70, 71, 73, 74, 76, 77, 79, 80, 89, 91, 92, 94, 95, 119, 120, 126-133, 144-148, 176-185, 196-200, 243-253, 263-267, 271 and 272; and adds new claims 273 and 274.

Applicants thank the Examiner for the telephonic interview with the undersigned representative of Applicants conducted on June 26, 2012. Applicants' representative discussed Goldhaber (U.S. Patent No. 5,794,210) cited in the Office Action and particularly pointed to distinctive features of the claimed invention over the teachings of Goldhaber. Applicants' representative noted that the Examiner had previously issued a Notice of Allowance for a related application, no. 11/926,939, and inquired whether the Examiner would similarly favorably consider appropriate amendments to the claims of the instant application. The Examiner suggested Applicants amend the claims to clarify the claimed invention as being directed to real time bidding, selecting and serving of an advertisement in response to an HTTP request for placement in a web page served to the browser. With the present amendment, Applicants are submitting amended claims in accordance with the Examiner's suggestion.

In view of the foregoing, Applicant respectfully requests reconsideration of the application and issuance of an early notice of allowance.

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Respectfully submitted,

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